

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: J. Crichton  
FROM: X. Kaplan *Kaplan*  
SUBJECT: New Export Products

DATE: 5/7/84

Per your request, these are new products currently in design phase.

1. Alpine Luxury Length - Singapore

Size: 24.0mm X 98.5mm (Player's 100 FTB)  
Pack: .012 SBS FTB probably with hot stamp  
Blend: Menthol - details unknown  
Date: August 1984 launch  
Quantities: 40 million cigarettes/year.

2. Lark Milds 20's FTB - Japan

Size: 24.8mm X 98.5mm (circumference needs confirmation)  
Pack: .012 SBS FTB. Japan has requested clear tear tape.  
Blend: ?

3. Lark Milds 14's FTB - Japan

Size: 24.8mm X 83.0mm  
Pack: .012 SBS FTB. Clear tear tape  
Blend: ?

E. Butson wanted to clarify this information before contacting you, but I can appreciate your concern. I am assuming the two Japan products will be wanted for presentation to JTB at their Oct. 1, 1984 meeting.

cc: E. Butson  
I. Vought  
H. Ulbrich  
R. Latashaw

2047510009